**[Channel Sales Business Development](https://www.postjobfree.com/resume/adzhk8/channel-sales-business-apollo-beach-fl)**

**Location:**Apollo Beach, FL

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**Resume:**

ABEL HONIGSBLUM

https://www.linkedin.com/in/abelatl/ Apollo Beach, FL 33572 404.931.7433 abelhonigsblum@gmail.com OBJECTIVE

To use my proven sales lead expertise to help companies successfully expand different markets, domestic and foreign, notably LATAM and Europe in the media and technology sector. With 15+ years of working with top media and technology companies, I bring valuable knowledge of sales, operations, customer management, and strategic positioning in complex markets. Passionate about mentoring and growing the internal sales infrastructure of associated companies, pushing value sales, and establishing long-term relationships with customers. EXPERIENCE

ZIXI - Head of Sales and Alliances October 2021 – June 2023 Company profile: Zixi provides a complete SaaS platform focused on solving all aspects of a live video platform such as content distribution and streaming over IP networks.

• Reporting to the CRO, I created and mentored both direct and channel sales teams in Latin America, where I grew sales 12X in steady revenue over the next 3 years.

• Implemented value sales process and improved the global operation shifting from transactional operation to long-term relationships and longer streams of revenue.

• Identify and recruit key strategic partners. Driving business plan implementation and supporting partner sales and operations.

• Work with partners and customers to detect strategic functional requirements and translate them to R&D use cases, expected revenue, and timelines.

• Helped to develop Zixi’s SaaS offering on AWS and is currently in the process of implementing over Google Cloud.

• As Strategic accounts manager, I personally managed key customers, such as Televisa Univision, Globo, RedeTV, Stenna, Viditec, Claro, VIVO, Zapping, and DirectTV LATAM, growing sales 3x on average for 2021-2023

Penthera - General Manager January 2021 – October 2021 Company Profile: Penthera is a leading global SaaS company that provides video streaming solutions to OTT providers across 36 countries and over 150 million devices.

• Led sales initiatives for Penthera software targeting Broadcasters and OTTs in Latin America, leveraging value-selling strategies.

• Spearheaded market penetration in emerging territories, securing partnerships with notable broadcasters such as Globo, Telecine, and DooyaTV, with a steady revenue of more than 2MUSD over the next 3 years.

• Pioneered the introduction of advanced Penthera software solutions, empowering OTTs to amplify their revenue streams.

Grupo MakAlexa – Founder and Director October 2016 – October 2019 Company profile: Software consulting firm in Brazil, serving as the representative bridge for startup tech companies from the US, Austria, Sweden, and Israel aiming to expand into the Latin American market.

• Assembled and led a team in collaboration with Channel Partners, specializing in the sale of OTT technologies, including CDN and Video Streaming Solutions, AWS, and Oracle Cloud.

• Strategically Coached companies on how to navigate the local media market, worth 30B, and helped them to fulfill their commercial plans for the region with realistic numbers and market requirements. ABEL HONIGSBLUM

https://www.linkedin.com/in/abelatl/ Apollo Beach, FL 33572 404.931.7433 abelhonigsblum@gmail.com Haivision- LATAM Director of Channel Sales February 2015 – October 2016 Company profile: Haivision specializes in video encoding technology to help transmit low-latency video over a given network.

• Opened Haivision's LATAM novel market through direct and channel sales of OTT software and hardware, successfully driving over $3M in revenue in the first year.

• Expanded the indirect market base from one channel partner to more than eight, spanning countries including Mexico, Brazil, Argentina, Chile, and Peru. Ooyala - Director of Channel Sales – LATAM May 2013 – December 2014 Company profile: The Company offers digital videos, media consulting, designing, development, broadcasting, media logistics, advertising and analytics, and media asset management services.

• Created from ground a channel team, forging strategic partnerships in Mexico, Brazil, and Argentina.

• Successfully escalated the sales funnel from an annual rate of $200K to over $4M within two years, engaging directly with partners in both the broadcast and education sectors.

• Orchestrated synergies between Ooyala and channel partners, facilitating the development of OTT solutions, encompassing Paywall integrations, Advertising, APP development for mobile and Smart TVs, and sophisticated analytics.

OTHER PREVIOUS POSITIONS INCLUDE:

Limelight Networks - Director of Sales – Latin America Internap - Business Development Manager

EDUCATION

Business Administration

University of Texas at Austin May 1995

Military Science

Marine Military Academy

COMMUNICATION

Fluent in English, Spanish, and Portuguese

SOFT SKILLS:

• Value Selling

• People management

• Strategic sales and negotiation

• Interpersonal Relationships/NLP